FAMOUS PLAYERS THEATRES'
NATIONAL Ballyhoo
COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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MAN LIVES NOT BY BREAD ALONE

I attended a convention last week ... a meeting of several hundred executives from every field within the entertainment business ... hard-boiled men who took valuable time out of their busy schedules to travel to New York from every part of the United States, from England, Ireland, Mexico and Canada. They came for four days of long, arduous sessions. They sat and pondered, discussed, debated, planned and made decisions. And what did they talk about? The state of their business? Solutions to their economic problems ... and they are many? How to make more money? No ... no indeed.

They talked about children ... sick, underprivileged and physically handicapped children, and what could be done to alleviate pain, to rebuild broken frames, to restore sight and to prolong life ... but above all, to return to these innocent unfortunates the miracle of faith ... faith in humanity ... faith in God.

...

Of course I am talking about the Variety convention ... "Variety ... the Heart of Showbusiness," and what a big and wide open heart it truly is. When the Heart reports of the individual tents were presented, many a hard-bitten executive could be seen dabbing at his eyes ... without shame and without any excuses. Forgotten were business worries and personal problems. The important thing was how to not only continue the work of Variety, but to extend it to take care of more and more of the suffering children of the world ... to assure them of at least an even chance of growing up into happy, healthy and normal men and women.

That's what these hundreds of men talked about. That is the true spirit of Variety, and through it, of all of Showbusiness as we recognize it ... and of each and every one of us as a component part of that business. We have much to be thankful for. We have much to be proud of.

Man lives not by bread alone ... but by the exercise of the three cardinal virtues, FAITH, HOPE and CHARITY. There is a lot of satisfaction in doing not for one's self, but for others less fortunate, and it's a strange thing ... the end result for some unaccountable reason, is always in favour of the giver. It's worth thinking about.

SPRING IS HERE?

In our last issue I said something about May and Spring ... and now I'm beginning to wonder what happened to it ... Spring, I mean. May IS here, and practically gone, and old Ma Nature is probably chuckling to herself at the double-cross she pulled on us. Yes ... we even had snow in some spots a few days ago.

Looks like summer's going to hit us without any advance warning ... as it did a couple of years ago. Hope we're all ready for it. Let's just check.

Have you started your Clean-Up campaign in and about your theatre? All the trash disposed of, and the out-of-the-way areas such as stage, basement, boiler room etc. spic and span? How about all those unsightly weeds which start climbing all over your outside walls at this time? A good weed-killer will soon take care of them ... and it's easier to do so now, before they get a real foot-hold.

Your cooling plant inspected and in operating condition? Have you checked the filters ... gas ... controls? Now's the time to do it ... not when the temperature hits the upper eighties. Is there someone in your theatre competent to handle your plant ... and fully trained in its operation? Now's the time to find out.

And how about your heating plant? Hope you don't just let your fires die down and let it go at that until next fall ... Make sure that your grates are properly cleaned out ... also the filters, controls etc. properly cleaned and adjusted. And now's the time to slap some paint or whitewash around your boiler room.

Got your summer uniforms out? Cleaned, pressed and ready for sudden use? Not only are your ushers uncomfortable in heavy uniforms in the hot weather, but it has a psychological effect on your customers too. Make sure that you're all set for summer.

And of course you should have all your "Cool" copy for front frames and displays ready for instant use. Last year's marquee valences O.K. or will you need new ones? Now's the time to decide ... not in July.

Summer's on the way fellows ... let's be ready for it when it hits. A few minutes of your time now can save you hours and hours of grief and worry later. BE PREPARED.

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VACATION SCHEDULES

Hardly seems possible, but it's time to start thinking of your staff vacations. As a good operator you will naturally want to get by with a minimum of replacement during the slack season, and now is the time to start planning and laying our schedules, and ... don't forget to advise your district manager well in advance when you're planning to take yours. Don't keep him in the dark until a few days before you're ready to take off on that fishing trip or tour, huh?

DO YOU READ YOUR MAIL?

I'm serious ... we sometimes wonder at this end if you fellows bother to even open your head office mail ... and we've even gone so far as to make free offers, which in the majority of cases were completely ignored, which can only suggest that you either aren't interested, or that it's too much trouble to slit the envelopes open and take a peek inside.

Sounds ridiculous? ... Well, let's take a case in point. Some time ago Bert Brown advised every theatre on the circuit of the availibility of special material - FREE - on two of the big upcoming attractions - MAN IN THE GRAY FLANNEL SUIT and ANYTHING GOES. The key runs were provided with this material in advance of their openings ... the rest of the theatres were asked to requisition it as the pictures were booked.

Bert informs me that NOT ONE manager bothered to follow up on this, and consequently there is expensive material sitting around gathering dust.

Have you either of these two pictures booked? Well man, get off that big fat chair of yours and do something about it ... besides, I mean, thinking up excuses to include in your weekly letter as to why they didn't do any business. There are good, die-cut cards on FLANNEL SUIT, and lots of material to help you promote the Lustre-Creme tie-up on ANYTHING GOES in your town. They are available on a first-come-first-serve basis, and Bert has promised that he will take care of the orders as they reach him.

Drop Bert a note TODAY ... will you? Don't play around until your engagement is ancient history and then say that you didn't know. Got it? Good.

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THOSE MAINTENANCE REPORTS AGAIN

It takes exactly ten minutes of your time ... once a month, to prepare the monthly maintenance reports required by our Engineering and Maintenance department. We fully appreciate that you are snowed under with paper work ... daily reports, weekly reports, monthly reports, quarterly reports etc. etc. but you must appreciate that all of them are designed to help you run an efficient operation, and are very important to the departments involved.

The monthly maintenance report is especially important. It places you on record regarding the physical condition of your theatre, and gives the Maintenance department vital information for its files. Don't get mad if you happen to mention an item that requires attention ... and don't get it by return of mail. Keep repeating it, month after month, until something is done about it. That gets you off the spot and puts somebody else there.

Get those reports in on time fellows, huh? All of us will appreciate it, and you'll get better service. Try it ... NOW.

HOW'RE YOUR BOOK TICKET SALES?

We receive and print many suggestions for the sale of books of F.P. theatre tickets. I wonder how many of you try to follow up on them in your own particular towns? That's the object of this whole deal you know.

George Davie of the Palace in Toronto is doing something a little out of the usual, which you can certainly duplicate in your situation. It's a new angle and a new source of ticket sales, and it's good.

As you know, the Bell Telephone Company is always in need of operators and office help. Sometimes they are really desperate and offer all kinds of inducements. George knows this, and called on the manager of the local office with an idea. He suggested that they encourage their employees to bring along a friend who possibly could be interested in the work. Every employee who brings in someone, whether suitable or not, receives a pair of tickets to a local F.P. theatre ... and, George sells them the tickets. Simple, huh? So far he has sold over $200.00 worth of tickets, and they're still moving. This is as fine a deal as I've come across so far.

You've got a telephone company in your town ... at least I hope you have. So ... how about it? They must be in the same spot, employee-wise as the Toronto offices. How about calling in on the manager after you've read this? Shouldn't be too tough to sell him. Let me know how you make out, huh?

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RALPH MITCHELTREE AIN'T SLEEPING

I have a note from Ralph ... a guy who's always on the bit ... and I like what he's doing. Maybe there's a thought in it for some of the rest of you chaps.

Ralph arranged to participate in a morning quiz show promoted by local radio station C F C N. Two teams of women appear on this show and compete for a night on the town. Ralph's share is two admissions to his theatre. On the one hour broadcast his theatre and attraction are mentioned four times ... at normal rates, $7.50 per spot, this would make a healthy $150.00 worth of advertising per week, which he receives in return for the Oakleys, and that ain't bad, I'd say.

In addition Ralph has arranged for the finalists at the conclusion of this thirteen week series to appear on his stage for the final stage of the competition. His only cost will be a bit of overtime for his projectionist and stage hand. This is one of the popular local programs and really draws. The show is broadcast from the theatre, and re-broadcast the following day, with generous theatre and attraction mention.

Could be you can make a similar arrangement in your town? Remember ... we're not looking to paper our theatres. All it costs Ralph is ten single ducats per week. Sounds awfully good to me.

PEPSI-COLA SHOWS

Guess you've got your Pepsi bottle-cap show all organized, and ready to go, huh? What? You haven't even thought about it ...? Fella ... it's now or never, unless that is, you're doing so much Saturday matinee business that you don't need any help. If that's the case, this isn't meant for you ... if however, you can stand a few extra bucks, well then, get on your horse, willya?

Your local supplier will be more than happy to work with you on this deal. Jack Fitzgibbons has assured me that T.C.L. will, as in the past, provide the major prizes. All that you have to do is tie all the loose ends together, and make sure that the kids in your area know what's going on.

Art Cauley in Peterboro ran one last year and turned away hundreds of kids, so this year he got smart. He fastalked his local supplier into a double rental ... two consecutive shows on the one morning ... and that's real dough in the bank, guys ... Art handles this in a slightly different manner. The supplier doesn't pay on the basis of the number of small fry in attendance. He makes a flat rental deal with Art and buys out the house. So, he bought out two houses, at double the single rental. I'd say this was awfully good thinking on Art's part. Nice going boys.

I've also got a note from Jack Heaps out in Regina ... Jack ran a Pepsi show about a month ago. The seating capacity of his theatre is 950 ... and guess what. 1400 kids mobbed the theatre. 450 had to be turned away, and Jack didn't like it at all. He's planning another show for the fall, and this time is cutting our other F.P. house in town in on the deal. He just ain't gonna pass up that kind of revenue. If that doesn't work Jack, how about trying what Art Cauley has been able to do, huh?

So ... how about the rest of you guys ... planning a Pepsi show of your own ... or, have you decided that it won't work in your situation? Without giving it a try I mean. Come on guys ... we need all those extra bucks which are just waiting for you, if you want them. Let's have a report on YOUR pepsi show.

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WHAT'S DOING AT T.C.L.

Never saw such a gang of eager beavers as we have over at T.C.L. They're always planning something ... always trying ... always DOING. Now they've designed a new, simplified report that can save you fellows a lot of figuring, and a lot of time. Hope you've followed their suggestions. I note that the copy I have was directed at Toronto 'A' and 'B' districts. Yours was probably covered from your local branch.

Jack adds a note to his memo ... Seems that Eddie Lamoureux of the Palace in Windsor has hit an all-time high of 20.6¢ per patron. Sounds terrific Eddie ... how'd you do it? And how about the rest of you fellows? How close can YOU come to that figure? If Eddie can do it, you oughta be able to, but you won't if you just sit back and think up excuses why you can't. Comprenez-vous?

PERSISTENCE PAYS OFF

Les Mitchell hates to see anything go to waste ... especially if it's something that can be turned into cash. When he assumed management of the Capitol in Welland several months ago, he went over the entire theatre with a fine tooth comb ... checked his supplies, took a count and inventoried everything in the place.

He found seventeen dozen red LOW lamps which had been lying around for a couple of years, for no apparent reason. They just don't use red lamps in the theatre. Les started writing letters. He wrote to G.T.S. and he wrote to General Electric ... For a long time ... no results. Then he wrote again, and again and again. He finally wore them down, and finally, after about four months, he received the necessary authorization to return the lamps to C.G.E. for full credit.

Well ... all I can say is that had Les simply taken the easy way out and either hadn't done anything about it, or after his first letter had felt that he had done his duty and let it go at that, he'd still be sitting with some 200 useless lamps, which ultimately would have been scrapped. Instead of that, he persisted until he now has a credit note entitling him to the face value of the lamps in new, useable merchandise.

Hope some of you other chaps take the hint. Incidentally, how many of you save prematurely burnt-out lamps and insist on a credit for them? We've got a big investment in electric light lamps fellows ... let's get every nickel's worth of use out of them, eh?

Nice going Les ... business may be a little rough, but we know that you're doing all in your power to at least keep your expenses at an absolute minimum. Keep it up boy, and when that old silver lining does begin to show through, you'll have that much more to report on the credit side of the ledger.

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DO YOU READ YOUR TRADE PRESS?

Well ... I know that our hustling young H.O. rep. out Winnipeg way, Harold Bishop does ... and he does something about it. Harold just happened to note what the Frontier circuit has been doing in the way of novelty ads ... read about in in a current issue of BOXOFFICE, and right away, toot sweet, Harold contacted his pals on the Winnipeg Tribune and arranged for them to publish four of the ads during May, tying the whole thing in with the 'May Time is Movie Time' theme ...

Every time the Tribune publishes one of the ads, Harold uses a special 'May Time is Movie Time' slug in the Winnipeg ads, tying the whole thing in. You can do it too, in your town ... IF you're wide awake and right on the ball. How about it? Of course May is almost over ... so what's wrong with June?

It's always nice hearing from you Harold ... and I like those peppy little memos you are continually bombarding your boys with. They make good reading and good sense. Thanks for the copies ... and, keep 'em comin' ... will you?

WHERE THERE'S A 'WILL'

Out Kelowna way there's a young fella name of Will Harper ... whose main objective in life seems to be promoting new and novel ways of pushing out books of F.P. tickets, and brother-r-r ... does he ever push 'em. Every man, woman, child and dog in Kelowna knows about Will and his passion for getting rid of his self-imposed quota of books ... and here's one of the reasons.

Will makes sure that nobody gets a chance to forget about the book ticket deal. Seems there's a weekly auction held in the local Scout auditorium every Friday night. Auctions are fascinating things to watch ... amazing how people will be gripped by the bidding fever and shell out more for a piece of junk than they could buy it new. Will thought he'd try a gimmick.

He had a talk with the promoters, and arranged for them to offer at auction one book of F.P. tickets. Half way through the evening they offered the book ... a $2.25 job ... and gave it the usual carny build up. Bidding started at ten cents and then the fun started. It jumped to a dollar, two dollars, and was finally knocked down to a local matron for $2.75 ... more than she could buy it for at any F.P. theatre. Crazy, huh?

Well ... the point of the story is that everybody in town was talking about it, and kidding Will, and he loved it. Everybody in town knew about the books of tickets, and knew that they could buy them at his theatre for $2.55. He got more publicity out of this gag than if he had bought a full page in his daily.

The important thing is that Will doesn't give the local folks a chance to forget about his books of tickets ... and that's why he personally unloads so many of them each year. An how're YOU doing in your town fella? Can you top this for salesmanship?

THE NAKED SEA

Seems I had some comments to make on this tuna fishing spectacular in an earlier issue. Did you bother doing anything about it? Well, Al Hartshorn out Oshawa way did, and wound up with as fine a piece of promotion as I've seen in quite a while.

Al arranged to screen the picture for the sports editor of the Times Gazette, owners of the several sporting goods stores in town, and the Times' carriers. They came down on a Saturday morning, they saw, they were thrilled. The Times published an excellent story in advance, and on opening day came through with a 350 line pic of several of their carriers, plus good pic and theatre mention.

To liven things up, Al contacted a local manufacturer of yo-yos and pursuaded him to hold a contest on the stage, with several good prizes for the winners and yo-yos for all the carriers. The kids were thrilled and spread the good word around ... including good word-of-mouth advertising on the picture. It all goes to show what a little good thinking, and the will to follow through, can accomplish.

DRUM BEATS ALONG THE CIRCUIT

Sorry I'm a little late with this issue, gang ... I've been away for a week or so and it's taken me a few days to catch up. I might also add that you guys'll have to do a lot better than you have been, if you want this sheet to continue. Too many of you are far too reticent about sending in your material. I can't do it for you, you know. All I can do is report your activities from the evidence you send in.

The thing that puzzles me is this ... I know, from reading some of your weekly letters, and from information which reaches me via the grapevine as well as your district managers, that you're doing - by and large - a swell job in your particular situations. Why do you persist in keeping your efforts a secret?

Aside to Jimmy Cameron ... James boy, I still haven't received details of that terrific Western Jamboree deal in the Lakehead ... see what I mean?

We are trying our darndest at this end to keep this bulletin interesting and informative. You ... every one of you ... actually are our reporters in your particular towns. You might be surprised to know how many friends you have across the circuit, who like to hear about you, your staff, your family ... and of course, all of your activities. So ... be good reporters, and REPORT, huh?

With summer coming along you'll be planning your vacation. Let us know what your plans are ... may give someone else an idea. I promise we won't trespass on your favourite fishing grounds.

Kidding aside guys ... as often as I've mentioned it before, I'll repeat it again ... This is YOUR bulletin, and if you want it to keep comin', it's up to you to furnish the material. I think that's about as plain as I can make it ... n'est ce pas?

So now let's get on with our drumbeats.

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CAPITOL - SUDBURY

So, we've finally heard from Jeff ... and high time too. Guess he's starting to thaw out after the long, hard winter he's been having. For his date on CAROUSEL, Jeff was able to set up three excellent windows in good down town locations. A full window in the Fidelity Music store ... Large banner across the music bar at the local Kresge establishment plus a huge cut-out display in their main window... The Melody Music store plugged CAROUSEL music daily on their half hour radio program.

For I'LL CRY TOMORROW I see a fine three column co-op in the local daily, paid for by Wolfe's Book Store, with three quarters of the space devoted to the pic and playdates. Wolfe's also bought radio time on opening day to plug their books and the pic, and in addition put in a swell window display. Jeff also used a sensation-type front to sell the picture. O.K. boy, we'll consider this a fair start ... so, what now?

CAPITOL - CALGARY

Ralph Mitcheltree's really on the bit. To lend a little zest to his I'LL CRY TOMORROW run, Ralph talked the American News Company, distributors of the pocket books, into supplying him with fifty copies which were handed out to the first fifty customers on the first day. American News also took a sizeable ad in the local daily, dominated by a pic of Susan Hayward, announcing the deal.

Ralph also tied in with M.G.M. records, and promoted from them fifty L.P. records of Susan Hayward singing some of the tunes from the pic. These were handed out to the first fifty customers on the second day of the run. With all the action around the theatre is it any wonder that the pic was forced into a second week? Nice going Ralph ... and, keep your swell stuff comin' eh?

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DOWNTOWN - HAMILTON

Paul's really arockin' and arollin' ... and I ain't kidding. He had ROCK AROUND THE CLOCK booked, and did a fine job of selling on it. First Paul contacted the deejays on both local radio stations, and they agreed to jam the airwaves with Rock 'N Roll music for three days in advance of opening ... with theatre credits of course ... Total cost to Paul was his promise to introduce the lads to Cleo Moore when she hit the town ... Can't say that I blame the jocks.

Paul rigged up a P.A. system on his marquee, connected to a record player in the office, and really rocked James St. with his R & R offerings. Didn't hurt his publicity one bit when a couple of teen-agers started to jitterbug in front of the theatre. Paul made sure that the folks knew what it was all about, and had a mike connected to the system, over which he broke in every once in a while with direct pic plugs.

I like his alarm clock gimmick ... T'ain't new, but still very effective. Paul placed a clock in the boxoffice, with copy on the card reading ... "Even our CLOCK is ROCKIN' ... If alarm rings during your purchase, you're in Man ... Free that is." You can take my word for it, not too many ducats were handed out ... but it had 'em talking, and that's the idea of the whole deal.

To top off his campaign Paul came through with four very good and very colourful windows along James St. It all helps boy, keep it up, and keep it coming.

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BELLE - BELLEVILLE

Well sir, I see a really good ... and I do mean good, three quarter page co-op on I'LL CRY TOMORROW in the local daily, paid for entirely by the John Lewis Company ... no lads, not the guy with the eyebrows. Good pic of Susan Hayward right in the middle, supported by excellent sales copy. This is the best thing I've had from you in some time George ... how's about more of the same, huh?

BROADWAY - TIMMINS

I've got copy of a letter from Bob to Doug Rosen in re. his campaign on DAY OF TRIUMPH ... So let's see what I can get out of it.

Bob started with a screening two weeks before the pic was due to break. A printed invitation was mailed out to every clergyman in the city and every community within a fifty mile radius of Timmins. All church presidents and service club executives were invited, and nearly 200 took advantage of the offer and turned up for the screening. Bob personally welcomed each guest and asked for their support if they felt that the pic merited it, and you know what? Most of them did. The screening was followed by a personal visit to every member of the clergy that Bob could contact, and Bob reports that it is simply impossible to enumerate the number of churches which went out of their way to cooperate and support the picture. Every church displayed at least one of the special cards Bob had made up. Many even distributed his heralds for him.

Both radio stations were represented at the screening, and each recorded a half hour interview which was aired the same night, one in French, the other in English.

The Daily Press ran an excellent story on the film, as well as two pics of a number of clergymen being interviewed, and their comments. I particularly like Bob's newspaper ads, which featured some of the outstanding comments as direct endorsation of the pic. Very, very effective.

Public and Separate school boards cooperated by dismissing classes early to permit the children to see the matinee performance. The joint was really jumping with kids. Oh yes ... biz was GOOD.

That's the kind of stuff we like to get from you, Robert. Only one question ... why are they so few and far between? Got an answer boy? Let's have it.

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PARAMOUNT - PETERBORO

Art was able to promote a number of good radio plugs in support of his I'LL CRY TOMORROW engagement. All American News Agency trucks bannered the sides with good selling copy. All local outlets for the pocket edition were provided with good counter displays.

Art contacted the top officials of the local A.A. and his spiel resulted in all but two of the entire local membership being in attendance on opening night. A telephone campaign flooded the entire area with personal calls. Several good scenes in the local daily as well as a good story.

Don't know what's happened Art ... you're still coming through now and again, but the spark seems to be missing. What's happened to all the swell stuff you used to send in when this was a purely local "B" District sheet? Not scared of the circuit-wide competition, are you? Let's get going, huh?

CAPITOL - WINDSOR

Joe Lefave was playing MAN IN THE GREY FLANNEL SUIT, and did a real selling job on his friends over at Stuart Clothes. The store ran four individual ads on four seccessive days in the Windsor Star, each spotted with liberal mention of the pic and theatre. In addition, they engaged a comely young lass who handed out five dollar vouchers in the lobby of the theatre, applicable at face value on any suit in the store ... and also giving the holder a chance to win a $70.00 GREY FLANNEL SUIT for free.

Stuart's put in a very attractive window for the duration of the engagement, and also provided Joe with a colourful lobby display. In addition, Joe was able to place the special standees in twenty additional stores in the city.

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ORPHEUM - PRINCE ALBERT

Jack Mahon's always on the beam ... and you can always be sure of plenty of action around his place. He had TO CATCH A THIEF booked during the week of the famous wedding in Monaco, and arranged for a leading local ladies' wear store to put in a full window of the latest in wedding gowns ... You may be sure the local femmes got quite a kick out of it.

An electrical appliance dealer placarded his window with signs advertising his burglar-alarm equipment TO CATCH A THIEF ... A local insurance agent took space in the daily tying in the title of the pic with his business.

Paramount failed to deliver the Monacan stamps which Jack had ordered, but that didn't stop our boy. He contacted a friend of his overseas, who promptly shipped out 125. The local radio and press gave this top coverage. The Herald ran an excellent pic of Jack examining the stamps, and you may be sure there was plenty of mention of what Jack was selling. The stamps will be drawn for at the conclusion of the engagement.

In the way of street bally, Jack had a couple of youngsters trotting around town with a sandwich board. The title of the pic was scrawled across his entire vitrolite front in water colours.

Now for GREAT WALTZ. A week before this pic was due to break, Jack had rented the theatre for a concert. For a small reduction in the rental, the second page of the program was devoted to an ad for THE GREAT WALTZ ... and Jack even arranged to have the trailer run off during the intermission. That's good thinking.

One of the finest co-op pages I have ever seen was promoted by Jack for his VALUE FOR MONEY date. The page is headed ... "Motion Pictures are VALUE FOR MONEY ..." with the latter in 3" letters ... A pic of Diana Dors dominates the page, and the rest of it consists of a series of well-spaced ads, each referring to the picture. A really beautiful lay-out. On another page, another merchant friend of Jack's incorporated the pic title to lend zest to his ad. This is one of the most comprehensive campaigns I have come across ... and certainly shows what can be done when you're in right with the lads on the dailies, and the people in business in your town. Nice going Jack ... keep it up.

CAPITOL - MOOSE JAW

Gotta hand it to that guy Otis Bowes ... when he goes after something he really goes after it big. He had ANYTHING GOES booked, and decided that this was the one to get his local daily to do a job on ... and did they ever. Otis didn't settle for one co-op page ... no sir, not even two. I see here THREE full pages, all excellent, and all plugging the pic and the theatre. One of the finest co-op deals I have yet seen. Every single ad tied in in one way or another with the title of the pic ... A really terrific deal. Nice going boy.

In addition to the above, Otis made excellent use of the Lustre-Creme deal as set up by Bert Brown, and succeeded in placing displays in every drug store in the city, making use of both windows and counters. A lobby display tied the whole thing in.

Radio station C H A B was most co-operative, and came through with good interviews on opening day, and a half hour musical program on the second day, using, but natch, tunes from the pic.

That's pretty good coverage I'd say ... and we're always glad to hear from you Otis, so make it often, eh?

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CENTURY - HAMILTON

Well ... Mel had WEE GEORDIE booked, so what more natural than to get the Scotties out? Mel started the ball rolling by holding a special screening for the officers and men of the Argyle and Sutherland Regiment. They paraded to the theatre, band and all, and really caused a bit of a flurry along the street. Members of the Spectator were also invited, and this resulted in some excellent story material.

1500 cute mailing pieces were sent to all the Macs and Mc's in the city. Scottish societies were advised of the playdates. Personalized ads were run in the Spec ... and believe it or not ... McJolley, in kilts yet ... Nice legs you got boy, but what's with the Sporran ... kinda missing, ain't it?

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ROYAL - GUELPH

Ted's only submission this trip is copy of a very effective, personal endorsation type of ad in the Mercury. The copy is good, and since business took a jump following its publication, it must prove something. Like I keep on telling you guys ... Don't be afraid to try something new once in a while. It may not always work, but at least you stand a 50-50 chance.

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ALGOMA - SOO

To publicize his date on CAROUSEL, Norm made personal phone calls to every member of the Soo Community Concert Association. He tells us that it paid off in plenty of ticket sales. An excellent record cut-out on the sidewalk informed the passers-by of his attraction.

CAPITOL - NORTH BAY

As advance for his I'LL CRY TOMORROW campaign, Bob Harvey contacted three local bistros well in advance and arranged to rubber-stamp all of their checks with pic and theatre copy. All the North Bay News Service trucks were posted with good banners ten days in advance ... Four local book stores handling the pocket editions, and two good music stores kicked in their window space for the engagement.

On the day before opening, Bob had a couple of his cute gals hand out Kleenex on the main drag ... suitably imprinted with "You'll need this when you CRY TOMORROW at the Capitol ..." Kinda cute, huh?

The Nugget got off the fence for this one, and as their contribution kicked in three good scenes and three fine stories, with generous mention of the theatre and attraction.

A local sporting goods store, Stephenson's, headed their 700 line ad with "For Crying Out Loud," and included direct mention of the theatre and pic.

Another good newspaper ad, this time paid for by a local appliance dealer, about 800 lines' worth, was headed ... "No Need to CRY TOMORROW about Washday Blues ..." Naturally in the body of the ad appeared direct reference to what they were talking about.

Whoa there ... we're not through yet ... still another good ad by the North Bay Garage, using the pic title to draw attention to their used car bargains.

Bob also reports that both the local Radio and T.V. outlets came through with much excellent coverage ... and for free.

That's more like old times Robert ... and now that you've got yourself back into the swing of things ... WELL?

.x.x.x.x.x.

So ... that looks like it for this issue guys ... please remember what I said in an earlier paragraph ... This is strictly YOUR bulletin, and we must have the participation and co-operation of every one of you men in the field if we're to continue its publication.

There's so much good work being done across the circuit that it's difficult to follow the thinking of the guys who DO but simply won't TELL. Don't place yourself in that category, eh fellows? ...

June's just about ready to start busting out all over ... so how about YOU busting out with some real, down to earth summer selling. There are so many angles and so many gimmicks you can use that I'll be very much surprised if I'm not flooded with more stuff than I can use in the next few issues. However ... it's up to YOU, and you're the guy who's got to take the initiative. How about it guys? You with me? Okay, we'll soon see. In the meantime ... just keep BALLYHOO'IN ... will ya? See you in a couple of weeks.

Dan Krendel